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MEDIA RELEASE

CDW Holding launches anti-aging skincare brand in Asia after five years of R&D in Japan

- **Anti-aging cream is the first skincare product to be launched under YOSHIMI JAPAN brand**
- **Available online sale and shipment to Japan, China, Hong Kong, and Singapore**

Singapore, 29 September 2021 – SGX Mainboard-listed CDW Holding Limited (“CDW”, the “Company”, or collectively with its subsidiaries, the “Group”) is pleased to announce that CDW Life Science Limited, a subsidiary of CDW, will officially launch of the skincare product, YOSHIMI Night Cream X.

Availability. The Night Cream X, the anti-aging cream will be available for purchase from 1 October 2021 through YOSHIMI JAPAN’s online store at: <https://yoshimijapan.jp/en>. We currently only ship and sell to customers living in Japan, China, Hong Kong, and Singapore, with more destinations to be added in the future. Customers in Singapore will find our advertisement in the Business Times on 1 October 2021. Customers in Japan will also be able to purchase the cream in person from omnichannel beauty retailer NewMe’s flagship store in Fukuoka, Japan.



About the cream. The Night Cream X contains 38 different kinds of herbs, flower and fruit extracts, and active ingredients like fullerene¹ and vitamin B3² which has been shown to have anti-aging effects on the skin.

But the unique ingredient which sets the cream apart in a crowded skincare market is pterostilbene glycoside – an antioxidant jointly developed by the Group, and Professor Emeritus Hiroki Hamada from the Okayama University of Science, after discovering its tremendous potential in skincare applications³, and for which the Group obtained a patent in Japan and South Korea. Pterostilbene is a type of antioxidant commonly found in grapes, berries, and other plants. It becomes water-soluble when glycosylated, allowing it to be absorbed better and remain in the skin for a longer time, thus maximising its anti-aging effects⁴.

YOSHIMI JAPAN Beneral Cream



Pterostilbene Glycoside

The patented compound stimulates the production of type 4 collagen and provides intensive treatment for spots, wrinkles and sagging.



Niacinamide

Improves the production of collagen in the dermis and reduces wrinkles. It also has a whitening effect by preventing the deposition of melanin pigment.



Fullerene

Inhibits wrinkle-causing melanin (antioxidant), tightens pores, maintains skin elasticity and reduces the formation of wrinkles.

YOSHIMI JAPAN combines our patented Pterostilbene Glycoside with 38 different ingredients to help you achieve your perfect skin.



- ✓ Glowing skin
- ✓ Moist skin
- ✓ Elasticity
- ✓ Whitening
- ✓ Resilient skin

Clinical tests. A study conducted by Japanese skincare giant, Cosmo Beauty on an early prototype of the pterostilbene glycoside cream found it improved wrinkles by 20% on average,

¹ Mousavi, S., Nafisi, S. and Maibach, H., 2017. Fullerene nanoparticle in dermatological and cosmetic applications. *Nanomedicine: Nanotechnology, Biology and Medicine*, 13(3), pp.1071-1087.

² Wohlrab, J. and Kreft, D., 2014. Niacinamide - Mechanisms of Action and Its Topical Use in Dermatology. *Skin Pharmacology and Physiology*, 27(6), pp.311-315.

³ McCormack, D. and McFadden, D., 2013. A Review of Pterostilbene Antioxidant Activity and Disease Modification. *Oxidative Medicine and Cellular Longevity*, 2013, pp.1-15.

⁴ Majeed, M., Majeed, S., Jain, R., Mundkur, L., Rajalakshmi, H., Lad, P. and Neupane, P., 2020. An Open-Label Single-Arm, Monocentric Study Assessing the Efficacy and Safety of Natural Pterostilbene for Skin Brightening and Antiaging Effects. *Clinical, Cosmetic and Investigational Dermatology*, Volume 13, pp.105-116.

after just four weeks of daily use. This was over three times as effective as compared to a leading Japanese brand's wrinkle cream, which only saw a 6% improvement on average.

“Type 4 collagen levels typically decrease with aging, so the compound's ability to stimulate its production makes it especially effective in combating sagging, wrinkles, and dark spots in cream-based cosmetics and skincare products”, says Professor Emeritus Hiroki Hamada, the lead researcher of the project.

Professor Emeritus Hamada was awarded the Uchiyama Yuzo Science and Technology Award in 2010, and the Japanese Society for Plant Cell and Molecular Biology Technology Award in 2011. He first published two research papers documenting the collagen-boosting, and skin lightening effects of pterostilbene glycoside in 2016.

Market size. The global anti-aging market was valued at approximately US\$44.1 billion in 2020, and it is expected to grow at a compounded annual growth rate (“CAGR”) of 6.1% to reach a revenue of US\$64 billion in 2026. The Asia Pacific is leading the growth of the market, as both developed and developing countries increase their spending on cosmetics.⁵ The Asia Pacific anti-aging cosmetics market is expected to grow at a CAGR of 8.31% in terms of revenue from 2019 to 2027. Asian countries are also among the largest markets for cosmetics and personal care products worldwide, with particularly well-developed markets including Japan, Australia, Hong Kong, China and South Korea.⁶

In Japan alone, the anti-aging beauty cosmetics market in 2021 is expected to grow to JPY 739.4 billion (up 3.5% in 2020) as more consumers become aware of anti-aging and anti-wrinkle skincare needs. There has been a remarkable shift to support the high-end segment targeting the middle-aged and older age groups, who strongly prefer luxury products. In addition, digital marketing like livestream sales, has helped to stimulate demand, with an increasing number of avid users of beauty products in their 20s and 30s using such products.⁷

⁵ <https://www.mordorintelligence.com/industry-reports/anti-aging-market>

⁶ <https://www.tritonmarketresearch.com/reports/asia-pacific-anti-aging-market>

⁷ <https://www.fuji-keizai.co.jp/file.html?dir=press&file=21020.pdf&nocache>

“The launch of the YOSHIMI Night Cream X is an important development milestone, both for the Company and the industry. We are the first company to harness the tremendous potential of pterostilbene glycoside in the skincare and cosmetic industry.”, said Yoshikawa Makoto, the Chairman and Chief Executive Officer of the Group.

The sales revenue of YOSHIMI Night Cream X is not expected to have a significant material impact on the Company’s performance for the financial year ending 31 December 2021.

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About CDW Holding Limited (www.cdw-holding.com.hk)

CDW Holding Limited (the “Company” and together with its subsidiaries, the “Group”) is a Japanese-managed precision components specialist serving the global market focusing on the production and supply of niche precision components for mobile communication equipment, gamebox entertainment equipment, consumer and information technology equipment, office equipment and electrical appliances. The Group is headquartered in Hong Kong and has operations in Japan, China and the Philippines. The Company has been identifying new businesses to invest in with the potential for growth and entered as part of its diversification strategy and has made forays into the Life Sciences sector since 2016. The Company’s aim for its Life Sciences business is to identify research-driven yet commercializable projects that can have a positive impact on the quality of human life.

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